

Monadnock Alliance for Sustainable Transportation

CARSHARING SUBCOMMITTEE

MEETING NOTES

October 13, 2017

12:00 p.m.

Monadnock Food Co-op
34 Cypress Street
Keene, NH 03431

Carsharing Subcommittee members present: Doug Barrett, *Cross-Spectrum Acoustics Inc.*; Andrew Harmon, *Keene State College*.

SWRPC staff member present was Mari Brunner, *Planner*.

I. Welcome

The meeting began at 12:10 p.m.

II. Updates

a. Direct Outreach

Each subcommittee member provided a brief update on direct outreach activities. Andrew Harmon said that he spoke with Susan Ashworth from Home, Healthcare, Hospice and Community Services (HCS). Susan indicated that she would share the online survey in the HCS newsletter, and she would like to be kept informed about any major developments with the carsharing project. Andrew also spoke with his contact at Keene Housing and learned that the person who he should speak with there is Josh Meehan, the Executive Director. Andrew plans to reach out to Keene Housing and the other organizations on his list in the coming weeks.

Doug Barrett reported he has met with several people so far about the carsharing project as follows:

- City of Keene: Met with Rhett Lamb from the City's Planning Department, who offered to post the carsharing survey on the City's website and social media accounts. Rhett suggested that Doug meet with Duncan Watson from the Public Works Department to discuss how the City could benefit from carsharing as well as ways the City could help make carsharing possible. In a follow up meeting with Duncan Watson, Doug Barrett learned from Mr. Watson that carsharing vehicles could be an alternative to some of the City's fleet vehicles. Doug Barrett mentioned that one way the City could help make carsharing possible is by providing designated parking spaces for carsharing vehicles. Duncan Watson said that designating public parking spaces for use by a carshare organization would have to be approved by City Council. He also said that the City could guarantee a certain amount of usage for carshare vehicles to help make it more attractive for a carsharing organization such as ZipCar to do business in Keene.
- Keene Public Library: Spoke with Sean Wiley, an employee at the Keene Public Library. Sean said that the library could post the carsharing survey on its website.

- Keene Senior Center: Met with Brian Matson, the former Director of the Keene Senior Center. According to Brian, ridesharing may be more useful for seniors because some of them cannot drive. Also, carsharing would be more useful if the cars are located in close proximity to where seniors live because they may not be willing to walk very far to access a vehicle. Doug Barrett said he has reached out to the current Director of the Keene Senior Center, but he has not heard back yet.
- Markem Imaje: He is waiting to hear back from the person he contacted.
- Monadnock Conservancy: Met with Stacy Gambrel, who was receptive to the idea of carsharing. Stacy offered to share the carsharing survey on the Monadnock Conservancy's website and social media. She also said that a carsharing membership could be a part of the benefits package that they offer to employees.
- Monadnock Food Co-op: Met with Michael Faber, the General Manager. Michael thought that a carsharing membership would be a good benefit to offer Co-op employees. He was more interested in the co-op model of carsharing, and asked about bike sharing and how it might be related to carsharing.

Mari Brunner said that she spoke with Jen Risley again about promoting the carsharing project in an article for the Monadnock Shopper News, and Jen offered to write an article in January 2018. Mari plans to share information about the carsharing project with the Monadnock Sustainability Network (MSN) board at their next meeting, which is scheduled for Monday, October 16th. MSN has already shared the survey on their Facebook page.

b. Carsharing Survey

Mari Brunner went through the summary of responses to the carsharing survey, which was provided as a handout. A total of 78 people responded to the survey as of October 3rd. Doug Barrett noted that some of the comments from the survey may be useful for improving the messaging around carsharing. For example, the outreach and education materials should clearly state that carsharing is often an alternative to owning a vehicle or a second vehicle, which was a point of confusion in a couple of the comments. Andrew Harmon noted that the number of people who said that they would use carsharing for “pick up or delivery involving large or bulky items,” which was 44 out of 78 people, was high. Doug Barret said that the number of people who said they would be interested in having “access to different types of vehicles,” which was 68 out of 78 people, was also very high and might be related to the desire to use carsharing to pick up or deliver bulky items. He also said that it would be good to get more people from the “under 21” age range to fill out the survey.

c. Keene State College Student Project

Mari Brunner said that there is a team of three students from Keene State College that are doing a seminar project about carsharing, ridesharing, and public transportation in Keene and the Monadnock Region. As part of this project, the students are required to conduct a literature review, develop and administer a survey and do a statistical analysis of survey results, interview “experts” on their research topic, do a background analysis of the project study area that includes a mapping component, and share the final results of the final report at a conference. In addition, the students indicated that they are willing to present the results to MAST or the carsharing subcommittee. The goal of the project is to assess the level of interest for these transportation options and identify barriers to people using these transportation options.

To date, the students have completed the literature review and have met with representatives from the City Express about the project. They are working on a survey that will be distributed to Keene State College students next week. Doug Barrett said he is interested to see the results of the survey because it will provide more insight into the “under 21” age category. He also said it might be a good idea for the students to reach out to ZipCar to get an idea of how ZipCar assesses whether their business model will be successful in a particular community. The people who work with ZipCar at Smith College and the City of Northampton, MA would also be good candidates for an “expert interview.”

III. Next Steps

The subcommittee members agreed to continue reaching out to contacts on their direct outreach lists. Mari Brunner will reach out to the Keene State College students to figure out the geographic focus of their project. She will also share the results of the carsharing survey with the students to use in their report.

VI. Next Meeting

The group decided to schedule the next meeting using a Doodle Poll. Andrew Harmon said that Wednesdays and Fridays are not usually good days for him to meet.

VII. Adjourn

The meeting adjourned at 1:10 p.m.

Respectfully submitted,

Mari Brunner
Planner